

**PROPHET**

# Key Elements of a Next-Gen Digital Strategy

Executive Summary

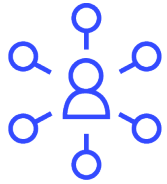
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Digital marketing has come a long way from simply running banner ads on the internet. But while most companies have evolved from mass to personalized messaging, that's not enough.

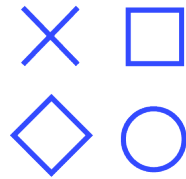
# The three defining features?



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## 1 — They're fast

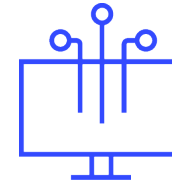
These brands speed customers along the progressive stages of the buying funnel—not just at the top. And the velocity of commercial customer movement through all stages of the customer journey is a crucial metric.



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## 2 — They're nailing personalization

The best digital brands build relationships that are constantly deepening. They optimize each interaction using behavioral, demographic and propensity data to deliver personalized content and messaging that is valuable to customers.



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## 3 — They are integrating operations

Excellence comes from the breadth and strength of moving among channels, whether they are digital, physical or both. These brands know relevance is built by communicating with people in new and innovative ways.

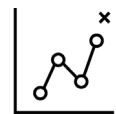
As we studied each of these traits, [we isolated six essential drivers underlying these comprehensive next-generation strategies](#). These are useful for all digital marketers and offer a way to evaluate just how ready they are for the next phase of digital evolution.

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### **SUCCESS DRIVER 1**

Clarity of goals and the use cases that achieve them



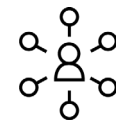
### **SUCCESS DRIVER 2**

Sophisticated customer data analysis and a “next-best-move” strategy



### **SUCCESS DRIVER 3**

High quality, customized digital content



### **SUCCESS DRIVER 4**

Ability to operate on next-gen digital channels



### **SUCCESS DRIVER 5**

An integrated data and marketing tools stack



### **SUCCESS DRIVER 6**

People and having the right skills and talent

**For more information on how to develop a next-generation content strategy for your organization, download [the full report here](#), please contact [inquiries@prophet.com](mailto:inquiries@prophet.com) or visit us [here](#).**